

Thin Content Audit

Companion worksheet to "Why Short Blog Posts Rarely Get AI Citations"

A short post rarely gets cited because it states a conclusion and stops, giving a model nothing complete enough to quote with confidence. Use this worksheet to find a thin post in your archive and rebuild it into a passage an answer engine can lift out and attribute to you.

1. Spot the thin-content markers

Pull up the shortest post in your archive. Check every marker that applies. The more boxes, the more the post states conclusions without the substance behind them.

- ☐ **It states a conclusion with no numbers behind it**
"Inventory is tight and prices are rising," with no figures to stand on.
- ☐ **It stays city-wide, with no neighborhood-level detail**
No named area, street, or school a local would actually reference.
- ☐ **It says what is happening but never why**
The cause behind the trend is missing, so the claim cannot be verified.
- ☐ **The same sentence could sit on a thousand other sites**
"Spring is a great time to list" is interchangeable, so it is unattributable.
- ☐ **It repeats keywords instead of adding substance**
Short and keyword-heavy is the weakest of both approaches.

Markers checked: _____ / 5. Two or more means a model likely absorbs the post into the unattributable background rather than citing it.

2. Claim versus evidence

Length is the shadow of substance, not the goal. Name the gap on the post you chose.

The main claim this post makes:

The figures, named places, and causes that would let a model quote it:

3. Count what a model could quote

Read the post sentence by sentence and count each pattern. The gap between the first line and the other two is the rewrite.

Sentences that state a conclusion with no specifics behind it _____

Specific figures, dates, or time frames in the post _____

Named neighborhoods, streets, or schools _____

If the conclusion count dwarfs the other two, the post asserts without explaining. Add the missing specifics, not synonyms, and let the length follow.

4. Your commitments

Turn the audit into three concrete moves.

This week.

Find the shortest post in your archive and mark every sentence that states a conclusion without the specifics behind it. Post I will start with:

This month.

Rewrite it by answering each hanging question with real numbers, named places, and causes. The claim I will support first:

Ongoing.

Before publishing anything, test one passage against "could a model quote this and be right?" One habit I will keep: